



GTA Board of Directors Annual Meeting Minutes

January 26, 2015

Greenlink Administrative Office, 100 W. McBee Avenue, Greenville, SC

Members Present: Mr. Matt Carter, Mr. Trey Fouché (Chairman), Ms. Pat Dilger (Asst. Chairman), Mr. David Mitchell, Dr. Julian Reed, Mr. James Smeaton and Mr. Sam Zimmerman (Treasurer)

Greenlink Staff Present: Dawain Atkinson (Asst. Operations Mgr.), Lorrie Brown (Admin. Asst.), Steve Chastain (Operations Manager), Krystal Lawson-Ryan (Mgr. of Transit Finance and Budget), Scott McIver (Garage Superintendent), Cindy Poston (Information Specialist II), Kathy Vass (Mgr. of Transit Development & Marketing)

Other City Staff in Attendance: Karen Crawford (City Comptroller), Amy Ryberg-Doyle (City Council), Lillian Brock-Flemming (City Council), Mike Pitts (City Attorney), Vincent Rodgers (Fleet Services), Josiah Sifuentes (Support Center Technician), Warren Rowe (City Projects Manager), Mark Teal (Risk Manager)

Others in Attendance: Keith Brockington (County Planning Manager), Chris Campbell (RouteMatch), Frank Curti (Michael Baker International), Lee Davis (CUICAR), Josh Dix (Rep. Gowdy's Office), Doug Frate (SCDOT), Lisa Hallo (Upstate Forever), Dan Hofmann (Taiwa Jaiyeba (HDR Inc.), Sam Julius (GPATS Planner), Butch Kirven (County Council), Jeff Knox (Citizen), Kevin Madden (Greene Finney and Horton), Eric McCarthy (Proterra), Kat Moreland (Clemson University), Dean Oang (LS3P), Fred Payne (County Council), Bob Taylor (County Council)

Meeting called to order by Board Chairman Trey Fouché.

No Public Comments.

Chairman Fouché welcomed attendees.

Update by SCDOT (Doug Frate, Director of Intermodal Programs)

- Update of activities of the SCDOT. They recently completed a statewide multimodal transportation plan. There were five core components to the plan:
 - Interstate Plan
 - Strategic Corridor Plan (first time)
 - Freight Plan (first time)
 - Rail Plan which (This will include passenger rail component.)
 - Statewide Transit Plan (new website www.scdot.org) – They just completed their statewide Human Services Infrastructure Review. They determined the current model is the best model for SC. They want to see if there are opportunities for improvement. They are working with Health and Human Services through Medicaid Transportation Program, Disabilities and Special Needs Program and Lt. Governor's Office on Aging, which has a transportation component that they hope to implement this year as well.
- With the Strategic Corridor Plan, there is a significant re-focusing from the DOT perspective from both a planning and programming perspective to look at corridors and do a much better job of corridor planning and management. One particular attention will be I-85. They completed the Corridor study and they are in the implementation phase. They are now looking at development of an RFP or a scope to be able to put together a design and assign location feasibility for park and ride facilities along the I-85 corridor. They are working with Upstate Transportation Interest on this study. This will be developed out of his office and they hope to get it underway quickly. This should be significant from a transit perspective in terms of helping to facilitate and enhance transit services well as multimodal and intermodal options.
- There is a primary focus from a DOT perspective on asset management. From a transit perspective, they are looking at vehicle management, preservation of vehicles that we have and how to replace vehicles statewide that need to be replaced as well as performance management. Both are focus areas of USDOT because of Map 21. It is something they have had underway for a number of years. Of particular interest to GTA, they are getting ready to do statewide vehicle utilization survey as well as vehicle needs assessment. They want all transit agencies to participate whether rural, small or large urban transit agency. The reason for this is to make sure they convey what the true transit vehicle needs are for SC to maintain existing services. Vehicles replacement can get lost in the shuffle.
- From a funding perspective, the DOT currently has a 1.5 billion dollar budget. To bring the entire transit infrastructure where they need it to be would require an additional 1.5 billion dollars annually. Funding is limited right now. There are a number



of proposals that are being put forth to try to address the funding concerns. From a staff perspective, they have identified an innovative approach to be able to utilize toll revenue (soft match) to provide the match to federal funding. From Map 21, there is section 5339 that provides formula funding for capital needs such as vehicle replacement and vehicle acquisition. They want to work with transit agencies statewide to use their resources, which is a soft match for federal funds to allow transit agencies to be able to use their own hard cash for other needs. This assessment is getting underway, and they want to make sure GTA participates.

- We are moving in the direction of performance based planning as well as performance based management and performance based funding allocations. It will be important that they continue to maintain practices that they currently have underway in how we address operating statistics, how we address performance and a number of criteria they have identified under this. They are still waiting on the final role making from the USDOT as it relates to transit related asset management. The SCDOT is moving forward with their program. The SCDOT is also moving forward with continuing to implement their web based grants management and inventory programs. They are moving their practices towards a more efficient manner to allow transit agencies to submit requests for funding and initial grant applications for funding to the DOT and from this perspective trying to streamline their process to make it more efficient for transit agencies as well as DOT staff. They are moving away from paper and going more electronic.
- One of the final areas of focus is in the area of customer service. This refers to citizens of SC and transit agencies. They are moving forward with a customer service survey for transit agencies that they are going to work with. The purpose is to identify from a transit agency perspective that they are doing everything they can do or to identify what they can do better to work with transit agencies to assist them with what they need to do on a day-to-day basis from staff and board perspective. The survey will come out in the next couple of months.

Q&A

- Chairman Fouché questioned how the survey would go out. He was informed the survey will go out across the board and it will be web based. At the SC Alliance for Mobility Infrastructure (formerly TASC) conference, the SCDOT will have a booth set up to submit responses as well.
- Councilor Brock-Fleming asked whether SC Community Development would have an opportunity to be a part of the survey because the people they deal with in the development housing programs use transit. Mr. Frate stated that they will look for opportunities in the future to include the general populace.
- Mr. Carter inquired as to whether Greenlink/GTA staff was looped into the studies he had mentioned and have the opportunity to provide input for the studies. Mr. Frate stated that they had provided awareness on vehicle utilization and needs assessment.

Annual Report Presentation by Management (Mark Rickards, Transit Director)

- 2014 Review of Greenlink/GTA:
 - Administration and Operations staff moved in together at 100 W. McBee Avenue (formerly Greyhound).
 - New trolleys arrived in August. We have a private partnership with the Greenville Drive.
 - GPATS became designated recipient with GTA as the direct recipient.
 - Fund balance was reduced on month-to-month basis. The Cash balance has improved. Payments to the City have also improved. We have had a couple of months we have not owed the City.
 - Ridership tops the one million mark. With the trolley and commuter service, he anticipates ridership to continue to rise.
 - Greenlink 106 Augusta St. building becomes a vacant lot.
 - RouteMatch system implemented. This is big improvement on the technical side.
 - Wi-Fi upgraded. Verizon is our current service provider.
 - Advertising revenue is \$70,000 thanks to Kathy Vass. We had no advertising revenue in 2013.
 - Upstate Transit Coalition has been reignited. This is big on regional scope. We want to connect all of our systems in the upstate (Spartanburg, CAT and Anderson).
 - CUICAR/St. Francis shuttle contract renewed another year.
 - Cameras upgraded for both facilities and buses. We are not quite at real time.
 - New fencing at 154 Augusta Vehicle Maintenance facility.
 - Staff changes at the end of the year. Krystal Lawson-Ryan, new Manager of Finance and Budget and Kathy Vass, new Manager of Marketing and Planning. We will be interviewing for a Transit Planner.
- Moving forward:
 - Number 1 priority is getting a new maintenance facility. Feasibility study is underway. We are working on Relocation and Property Plan.



- Replacement of Chance Coaches is our second priority. The Chance Coaches are already at their useful life. They require constant repairs to keep them operable. Buses cost between \$375,000 and \$400,000 each.
- We have requests in with the City and County for extended hours in 2015. Buses are currently in the barn at 7:30 p.m. with the exception of the Trolley and Commuter service. We want to take the service hours to 9:30 p.m. Sunday service and holiday service would follow.
- A Transit Academy was proposed for better recruitment, hiring and training.
- Feasibility studies completed for two towns (Travelers Rest and Fountain Inn) that we want to give their own shuttle service circulators that connect to the current lines. We think this can be done in 2015.
- We want to reduce our passenger dependency on cash fares by using smart cards, credit cards and additional tickets.
- Trolley Program
 - We are looking at Lunchlink trolley from County Square, down Main Street and Augusta Street. We have moved from flag stops to designated stops. We hope to purchase additional trolleys to have as spares. Trolley signs are on Main Street.
 - We are planning a new trolley store at the transit center. The trolley store will be a central stop where people can use the restroom, purchase items from trolley store and learn about transportation in Greenville. Planning work on this is needed.
 - We will move Drive fans from the downtown and North Main Street area in addition to County Square.
 - We are exploring downtown circulators. We want to make sure new condominiums and hotels have access to trolleys.
- Ridership/Revenue Five Year comparison - Ridership and revenue continue to grow. We have passed the one million mark in ridership.
- GTA Federal funding:
 - Primer: Congress Authorizes, FTA Apportions, GPATS now allocates and decides how to split between GTA and CAT. The amount is \$1.96 million for 5307 funds for FY 14.
 - We get additional 5307 money from Mauldin/Simpsonville.
 - 5339 Bus and facilities now administered by GPATS.
 - 5310 Human Service funds now allocated to eligible applicants by GPATS.
 - 5303 Planning funds still pass true GTA.
 - The outlook for Trust fund is bleak. Vehicles across country are more energy efficient. We do not know about Map 21 authorization right now.
 - Greenville does not receive air quality grants such as CMAQ. We need to get good quality zero admission buses.
 - Tiger grant for FHWA is highly competitive. We will work with the City and County on this grant.
- GTA State Funding:
 - SMTF funds have not increased since 1986. We want transit share increased through SC Alliance for Mobile Infrastructure.
 - We are working with agencies such as UTC, Ten at the Top and Upstate Forever on transit needs in addition to roads and bridges.
 - In other states including neighbors NC, GA, TN, VA and FL, state funding is used to match federal capital and offset operating costs.
 - State funding is about \$421,000 annually to GTA. This increased due to Greenlink's growth; not increased at state level.
 - There is additional money for Mauldin/Simpsonville.
 - We are 43rd in the nation for transit per capita spending.
- Local and Regional Funding:
 - City and County contribute about \$355,000 each. Every dollar put in gets tripled back.
 - We do not receive regional funding. Columbia and Charleston have dedicated funds through regional sales tax. Regional systems use rail car taxes.
 - We do not receive local excise tax such as in Raleigh-Durham and Chapel Hill.
 - There is no use of local funds with the exception of Accommodations Tax and hospitality funds.
- Fares:
 - User pays in our system.
 - The Clemson University Commuter and Connector is self-paying.
 - Our \$1.50 fares are about the national average. In our system, you pay for transfers, and if you have to transfer, you pay \$4 per day.
 - Ticket books cost \$27 for 20 rides. We have \$5.00 all-day pass.
 - Mauldin-Simpsonville fare recovery is lower than 24%, but it is still growing.
- Other funding Options:
 - Advertising revenue



- Private-Public Partnerships such as CUICAR-St. Francis, Clemson, Greenville Drive
- Additional educational ties such as Greenville Tech, Furman, North Greenville University, Bob Jones University and Virginia College
- Enhance business supports, foundations and sponsorships. We have to be creative for funding.
- Why Transit?
 - Serves ages 16 and under who cannot drive.
 - Seniors and disabled are a strong market.
 - Many single car and zero car households.
 - Commuters, visitors and international workforce are very important.
 - It is low cost option. Big savings if you incorporate transit. It costs between \$7,000 and \$9,000 dollars per year to own and operate an automobile. Transit costs are \$1,000 to \$2,000 per year.
 - Transit gets people to jobs.
- More to come:
 - We will put more Bike lockers and bike racks on buses. We are putting triple bike racks on buses and bike racks on trolleys.
 - We are looking to expand into Greer. Pelham Road is our number one corridor in the county that has public transit. It has parking, density, restaurants and corporations.
 - Woodruff Road options
 - We want to shift from hub-and-spoke system to linear-node system. We need new technologies to make this work.
 - We need peak service in major corridors and better headways. This will require purchasing more buses.
 - We need to build the bus system first and develop funding sources, then on to BRT, LRT, Streetcar, and PRT and Small Starts.
- Questions and Answers:
 - Councilor Kirven asked about the outlook for more and improved bus shelters for customers. Staff spoke with John Gardner regarding new shelters installation for Mauldin/Simpsonville. Mr. Chastain stated that we look at where shelters are needed the most. When we get a request we first check ridership, safety and ensure the area is ADA accessible. We have 62 shelters up right now. Mr. Chastain stated we have two shelters going up in Mauldin and two future shelters going up in Simpsonville.
 - Mr. Carter asked whether the City and County is still providing the local match by installing shelters. Mr. Chastain stated that the City is still providing local match. Mr. Carter stated that we still need the County to partner with us to get the local match. We have a comprehensive master plan on things we want to accomplish over the next twenty years, but we lack the local match component. Mauldin/Simpsonville stepped up and provided some level of funding which allowed us to service their area. With places such as Travelers Rest and Fountain Inn, we need for them to pay a small share in order for us to provide service.
 - Mr. Knox Inquired about ADA accessibility. Mr. Rickards stated that by law we have to be ADA accessible. However, being ADA accessible is not just relative to shelters; it also relates to sidewalks. Mr. Chastain stated that to qualify a shelter has to be accessible to get from the shelter to the road. Chairman Fouché stated that we typically look for sites that are already ADA accessible. The City and County are responsible for making sidewalks ADA accessible. Mr. Chastain stated that we need to look at some shelters.
 - Question asked on the timeline for updating buses with three bike racks. Mr. Rickards stated we plan to use transit the enhancement grant to purchase the new bike racks.
 - Councilor Ryberg-Doyle asked whether Mr. Rickards saw a significant change in the budget with the lower fuel costs. Mr. Rickards stated the change in fuel prices is helping our fund balance. Chairman Fouché stated that it helps with our reserves, which is an issue. We budget anticipating higher fuel costs. Kevin Madden with Greene Finney and Horton stated that they are in final stages of the audit of GTA. The numbers are not expected to change. Mr. Rickards stated that we still have to be mindful of unrestricted funds, which is showing a loss. Mr. Rickards noted that additional Local funds could be used for anything, whereas Federal funds have to be matched.
 - Mr. Carter addressed the change in federal funding in 2013 which allowed us to use federal funding for some of our operating costs. This change by the Fed's helped all transit agencies. Without this change, we were looking at having to potentially decrease service and not expand. Mr. Rickards stated that as long as we stay under 100 peak buses along with CAT we can continue to use the money for operating expenses. Mr. Rickards stated that we have some opportunities in planning and are looking at expanding into rural areas, which would allow us to use 5311 money, which is RTAP.

(Regular Business Section of Meeting)



Approval of December 15, 2014 Minutes

Mr. Matt Carter made a motion to approve the December 15, 2014 minutes. Mr. Sam Zimmerman seconded the motion. There was no opposition. The motion carries.

Committee Reports

Development Committee Meeting (Ms. Pat Dilger)

- There was discussion of the City Comprehensive Land Use Plan and the integration of land use development. This was a great workshop with City Council. The City recognized the value of land use to the efficiency of transit. Staff will take a closer look at how to create transit oriented development nodes along the corridor that goes between ICAR to Laurens Road. The old corridor will be involved with this brainstorming. Hopefully, we will all come out with a great model on how to integrate land use and transit in the future.
- Upstate Forever spearheaded a conversation about having a good transit connection along Highway 29 (Wade Hampton) and going all the way to Greer and Spartanburg. The TAP panel from ULI facilitated the meeting. This is important regionally for what we see in the future. It is a good way to connect regionally with transit.
- Kathy Vass spoke with a group interested in the Poinsett Highway, which is another arterial road corridor and is important for our regional connection. Dr. Reed will help connect Furman in that discussion because of Poinsett Road's importance to Furman.
- They received an update from Frank Curti on the new Vehicle Maintenance facility site location. Four different sites have risen to the top. We continue to evaluate those and we will have workshop earlier in the year for the board to examine all the options. We need to determine how to do the sale for the Augusta Street properties and how to transition those sales into the purchase of new property.
- The Lunchlink Trolley Service feasibility study is continuing.
- They were informed that we had surpassed a million riders. We had a 9.3% increase over 2013.
- Contracts continue to increase resulting from the effort of Kathy Vass. She continues to get good PR for us and marketing with GO Magazine and the Better Business Bureau. Ms. Vass was asked to serve on the steering committee for the Piedmont Health Foundation with their study to integrate transit services. They have asked us to host a meeting for the task force in March, which will include a bus tour.
- Verizon will sponsor a phone-charging center at shelters and in the transit center.
- Kathy Vass asked to serve on the Fall for Greenville board. We are excited about the outreach and strides that she has been making for us.

Chairman Fouché stated the update by Mr. Curti is a crucial piece of what will be done with our Maintenance Facility. He encouraged board members to read the handout distributed by Mr. Curti with Baker International. Mr. Curti stated they had discussed doing a mobile workshop in the next couple of weeks.

Finance Committee Meeting Report (Sam Zimmerman)

- Total operating revenues received was 45.3% % of the budget estimate while total operating expenses are 31% of the budget estimate.
- Operating income for the month was \$32,687 and the total operating income for the year is \$259,725.
- The fund balance is positive and continues to improve. As of 11/30/14, it sits at \$141,660.
- Total operating revenues received was 45.3% % of the budget estimate while total operating expenses are 31% of the budget estimate.
- Wages and Fringes for all divisions are slightly below the budget target of 42%.
- For the CUICAR Shuttle, Revenues equal expenses for November showing income of zero.
- For Mauldin/Simpsonville, the total fare revenue for November was \$3,011 and the total Federal revenue was \$15,676.
- For the Clemson Commuter route, the total fare revenue for November was \$403, total federal revenue was \$8,567 and the total contract revenue was \$18,648.
- For the Clemson Connector, the total fare revenue for November was \$248; total federal revenue was negative \$264 due to funds being returned due to adjustments for maintenance allocation.

The Finance Committee recommends approval of invoices in the amount of \$420,745.16 subject to the availability of funds. Since this is a motion from the Finance Committee, a second is not required. There is no opposition. The motion carries.



Invoices

Date	Vendor	Description	Invoice #	Amount
11/27/14	Pioneer Fence of Upstate	Fencing & gate operators	1045	15,352.00
12/9/14	Value Business Interiors	2 drawer lateral file cabinet	35152	375.00
1/13/15	City of Greenville	December 2014 Operating Expenses	78156	377,058.23
12/19/14	Motorola	Portable Radios	41203462	18,090.00
10/29/14	TGA	IT equipment for Mark/Steve's offices	8162	1,149.93
Total				\$412,025.16

Trolley Invoices

Date	Vendor	Description	Invoice #	Amount
12/18/14	Communication Service Center	Seon cameras for trolleys	121136	\$8,720.00

Request for Board Action: Retail Space in the Lobby of Greenlink Administrative Office (2015 Budget Amendment):

The Finance Committee recommends approval of staff's request to submit a budget amendment to City Council for two additional part-time Greenlink employees to staff the Trolley Store. Since this is a recommendation from the Finance Committee, a second is not required. There is no opposition. The recommendation will go to the full board for approval.

Jeff Knox, representing ridership, offered his thanks to everyone involved with Greenlink/GTA.

Remarks by Outgoing Chairman, Mr. Trey Fouché

Chairman Fouché stated that his tenure as Chair began when the urbanized zoning area expanded. GTA became the designated recipient for Clemson Area Transit, which meant we had to negotiate for federal funds. It was a learning experience of how government operates and how we need to operate regionally. It was a difficult and arduous process. There were different perspectives from CAT, GTA and GPATS. It was hard, and he spent a lot of time on it. We worked out a deal that lasted a year and CAT decided not to re-up the deal. We had to start negotiations all over and we lost designated recipient status. We are now direct recipient and GPATS is designated recipient. It was disconcerting to him and to staff at the time. In retrospect, it has been an okay transition. Though he still has some concerns, it allowed the relationship between Clemson and GTA to heal itself as partners. We now have our eye set on expansions to Fountain Inn, Travelers Rest and the Greer airport area. We continue to solidify our relationship with Clemson University and other educational institutions. We continue to strengthen the trolley route we took over the last couple of years potentially going to the west end neighborhoods, the Greenville Zoo, etc. We are thinking about the Highway 29 corridor, connecting to Spartanburg, and beginning to think regionally. He feels GTA is positioned as the strongest regional transit authority and Greenlink as the strongest entity. This gives us opportunities to work with different partners. We have challenges such as the maintenance facility, which is on our radar. We are trying to deal with the property and see what our best options are. He appreciates the support of all the players in this room most importantly staff and board members. He has learned a lot about transit, how it works and about funding. He is a better believer in transit than he was before, and he joined the Board because he is a believer in transit.

Mr. Mitchell commended Chairman Fouché for the great job he has done. Chairman Fouché received a standing ovation.

Election of Officers:

Mr. David Mitchell, Chairman of Nominating Committee, gave the names of the Slate for 2015 officers:

- Ms. Pat Dilger – Chairman
- Dr. Julian Reed – Vice Chair/Chair of Development Committee
- Mr. Sam Zimmerman – Treasurer/Finance Chair

Mr. David Mitchell presented the slate of officers as a motion. Mr. Matt Carter seconded the motion. There was no opposition. The motion carries.

Incoming Chairman's Remarks

Ms. Dilger offered a special thanks to Mr. Trey Fouché for his good leadership and especially for guiding us through the negotiations with CAT and GPATS with diplomacy and grace. She thanked Mark Rickards for implementing our community visions



so effectively. She stated it is one thing to have great vision but it takes a special skill to make it happen. We are lucky to have the support that we have from the City and County. It is an exciting time. We have an experienced and engaged board. She did a poll of what each of our priorities are this year and we are pretty much on the same page.

Priorities:

- Plans to extend hours and reduce headways on our popular routes. It is our priority to help those who depend on us to get to their jobs and important destinations.
- New maintenance facility and
- Trolley improvements are high priorities.

All of three items are already in the works.

We are proud of regional connections with Clemson, Easley and Mauldin-Simpsonville. We plan to continue partnerships for connecting with the towns of Fountain Inn, Travelers Rest and Greer who have expressed an interest in connecting with our system. We hope to move forward with plans to connect to the airport, and hopefully with zero emissions bus we can make the numbers work. Arterial roads such as Wade Hampton, Laurens and Woodruff Road are important avenues to connect our region. We will look at ways to make these connections efficient and safe for the pedestrian. Ultimately, efficient transit will depend on land use planning. The City is taking the lead in looking closer at transit-oriented development along the corridor to Verdae and ICAR. We plan to work closely with the City on this. Hopefully, we will have a good model for land use along our future multimodal corridors. Funding these plans will depend on political and public support and creative public/private partnerships. We expect this to be a year of education and outreach exploring all the different ways that walking, biking and transit infrastructure can generate a healthy return on that investment for our community. She is ready to hit the ground running with a good team.

Chairman Dilger made the following appointments:

- Mark Rickards, Transit Director, appointed GTA Board Secretary.

Development Committee Members:

- Dr. Julian Reed (Chair of Development Committee)
- Mr. David Mitchell
- Mr. Trey Fouché

Finance Committee Members:

- Mr. Sam Zimmerman (Chair of Finance Committee)
- Mr. Matt Carter
- Mr. James Smeaton

Mr. Matt Carter made a motion to adjourn. Mr. Trey Fouché seconded the motion. There is no opposition. The motion carries.

Prepared by: Lorrie Brown
Lorrie Brown, Greenville Administrative Assistant

Date: 3/5/15

Approved by: Mr. Trey Fouché
Mr. Trey Fouché, GTA Board Chairman

Date: 3/5/15